

IN THE CLAIMS:

1. – 16. (Canceled).

17. (New) A method of checking properties of wares or services, the method comprising:

- providing a first database in which the properties of wares or services are stored, the wares or services being identified by a unique product identification code;
- providing a second database in which user profiles containing exclusion or desired criteria for the wares or services for each respective user are stored;
- a particular user selecting a ware or service and determining the product identification code therefor;
- retrieving the properties of the wares or services on the basis of the determined product identification code;
- retrieving the exclusion or desired criteria for the particular user;
- comparing the retrieved exclusion or desired criteria for the wares or services with the retrieved properties of wares or services; and
- advising the particular user of the result of the comparison.

18. (New) The method of claim 17, wherein the exclusion and desired criteria and said properties are stored in a structured manner, and wherein properties and said exclusion and desired criteria are retrieved by carrying out a hierarchical search.

19. (New) The method of claim 17, wherein a user profile containing said exclusion and desired criteria are stored in a mobile device and the comparison takes place in the mobile device upon receipt of the properties of the wares or services from a central

server, or wherein said user profile is transmitted to said central or decentralized server and said comparison takes place in said central server.

20. (New) The method of claim 17, further comprising inputting the properties of the wares or services and user profiles containing exclusion or desired criteria in a configuration step.

21. (New) The method of claim 17, wherein the product identification code is a bar code.

22. (New) The method of claim 17, wherein the product identification code is configured as a unique link on the Internet which is adapted, when activated, to access the first database, wherein the particular user enables access to the exclusion or desired criteria, and wherein the comparison operation takes place on a central server.

23. (New) The method of claim 22, wherein access to the exclusion or desired criteria is enabled by a cookie stored on a device associated with the particular user.

24. (New) The method of claim 17, wherein the product identification code is stored as unique information on the Internet, wherein a client computer reads the product identification code and retrieves the properties of the wares and services from the first database over the Internet, the client computer retrieves the exclusion or desired criteria from said second database, which is either at a central server or in a local database on the client computer, and effects said comparison.

25. (New) The method of claim 17, wherein said exclusion or desired criteria are

associated in said second database with a unique identification code for each user, and said exclusion or desired criteria are retrieved from said second database on the basis of said unique user identification code.

26. (New) A mobile user device for checking properties of wares or services, comprising:

an input unit by means of which properties of wares or services can be input;

a storage area in which a user identification code is stored;

network connection means adapted to send the user identification code and a unique identification code for the wares or services to a central server, the central server being adapted to access the properties of the wares or services by means of the unique product identification code and compare them with exclusion or desired criteria associated with the unique user identification code in order to send the result of the comparison back to the mobile user device; and

a display unit for showing the result of the comparison of the properties of the wares or services with the exclusion or desired criteria.

27. (New) The mobile user device of claim 26, wherein said input unit is a code reader.

28. (New) A mobile user device for checking properties of wares or services, comprising:

an input unit by means of which properties of wares and services can be input;

a storage area in which a user profile containing exclusion or desired criteria is stored;

a network connection means adapted to send a unique product identification code

for the wares or services to a central server, the central server being adapted to access the properties of wares or services via said unique product identification code, and receive the properties of wares or services back from the central server;

a comparison unit for comparing the properties of the wares or services with the exclusion or desired criteria stored in said storage area; and

a display unit adapted to show the display of said comparison.

29. (New) The mobile user device of claim 28, wherein said input unit is a code reader.

30. (New) The mobile user device of claim 29, wherein said code reader is a bar code reader.

31. (New) The mobile user device of claims 26 or 28, comprising means which enable a connection to a wireless LAN, a GSM network or UMTS network.

32. (New) A software module for a mobile user device which when run on said mobile user device:

provides an input capability for an identification code associated with properties of wares or services;

reserves a storage area in which a user profile containing exclusion or desired criteria for a particular user is stored;

allows a unique product identification code to be sent to a central server which has access to the properties of the wares or services associated with the unique product identification code;

receives the properties of the wares or services from the central server and compares them with the exclusion or desired criteria; and

displays the result of the comparison on said mobile device.

33. (New) A software module for a mobile user device which when run on said mobile user device:

provides an input capability for an identification code associated with properties of wares or services;

reserves a storage area in which a user profile containing a unique user identification code is stored;

allows the unique user identification code and a unique product identification code to be sent to a central server which has access to the properties of the wares or services associated with the unique product identification code and performs a comparison of the properties of said wares or services associated with said unique product code with the exclusion or desired criteria associated with said unique user identification code;

receives the result of said comparison performed at the central server; and

displays the result of said comparison on said mobile device.

34. (New) The software module of claim 32 or 33, wherein the mobile user device is a personal digital assistant (PDA) or a mobile telephone.

35. (New) A data carrier, comprising a loadable data structure which stores the software module of claim 32 or 33.

36. (New) A server system comprising several interlinked servers or a single server,

the server system comprising:

a first storage medium on which a first database is stored in which properties of wares or services are stored, wherein the wares or services are associated with a unique product identification code;

a second storage medium on which a second database is stored in which exclusion or desired criteria for wares or services for each respective user are stored, wherein access to the criteria is given on the basis of a unique user identification code associated with each user;

a network unit which receives the user identification code and the product identification code; and

a processing unit which is capable of downloading the exclusion or desired criteria and the properties of the wares or services from the first and second databases on the basis of the product identification code and the user identification code in order to then compare them and transmit the result or store the result for later recall.

37. (New) The server system of claim 35, further comprising means for receiving a URL query, whereby the product identification code can be found in the URL query, means for requesting a unique user identification code from a client.

38. (New) The server system of claim 35, wherein the user identification code is provided in form of a cookie.

39. (New) A data carrier comprising a computer-loadable data structure which implements the functionality of the server as defined in claim 35 on a conventional computer.